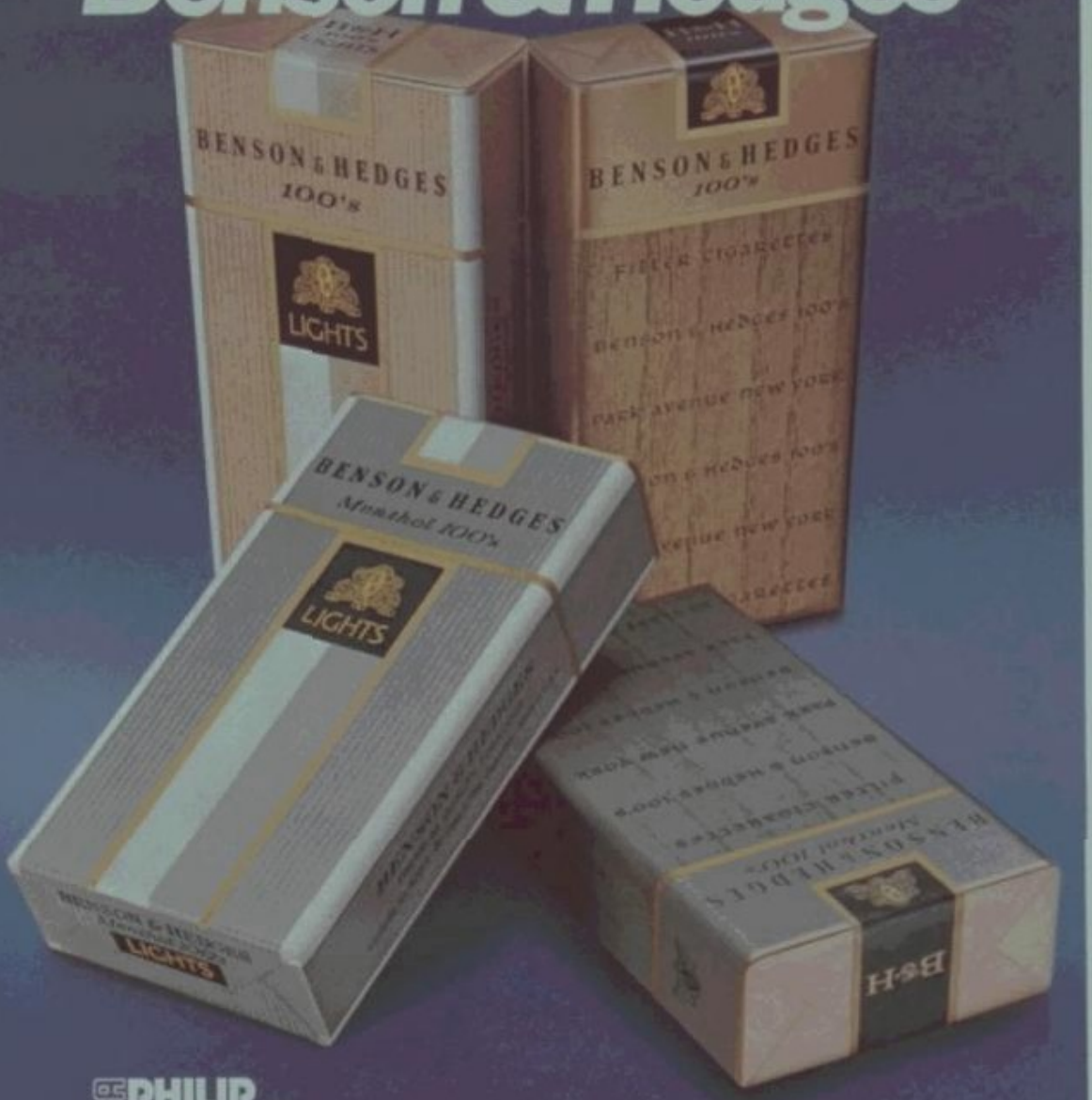
LEO BURNETT U.S.A.
Ad No. TT290–BENSON & HEDGES–Req. No. 54376–1 Page (9⅞ x 13⅛ inches)–4/c–Bleed–Trade Magazines, 1980 (A)
Printed in U. S. A.

The largest selling 100mm brand...

Benson & Hedges



USA PHILIP MORRIS

Year after year, Philip Morris outgrows the rest of the industry combined.

*Source: Maxwell Report (Preliminary 1979 Year-End Estimates.)

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Source: https://www.industrydocuments.ucsf.edu/docs/rphx0001
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